

Message Text

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SUBJECT: COUNTRY COMMERCIAL PROGRAM FY 1976 -- PROPOSED CAMPAIGNS

REF: A) STATE A-9016, DECEMBER 6, 1974; B) STATE 005312

EMBASSY RECOMMENDS THE FOLLOWING CAMPAIGNS AND PRIORITY PROJECTS
FOR FY 1976 CCP. CAMPAIGNS ARE LISTED IN ORDER OF IMPORTANCE
BUT MAY BE MODIFIED AS DENMARK'S 1975 BUSINESS CLIMATE DEVELOPS.

CAMPAIGN # 1: PRINTING AND GRAPHIC ARTS EQUIPMENT
THIS IS ONE OF POST'S FY 75 CAMPAIGNS AND IS ON THE COMMERCE
LIST FOR SPECIAL PROMOTION IN FY 76. PROJECTIONS OF CONTINUED
GROWTH IN AN INDUSTRY OVER 90 PERCENT DEPENDENT ON IMPORTS,
ENCOURAGE RECOMMENDATIONS THAT THIS THEME IS WORTH TOP BILLING.
IMPORTS FOR CY 73 WERE OVER \$ 25 MILLION WITH US SHARE ABOUT
12 PERCENT. ASSUMING IMPROVED ECONOMIC CONDITIONS IN DENMARK,
AGGRESSIVE MARKETING EFFORT, INCLUDING SUPPORT OF MARCH 76
STC PRINTING EQUIPMENT SHOW, SHOULD RESULT IN 2-4 PERCENT
INCREASE IN US MARKET SHARE.

CAMPAIGN # 2: FOOD PROCESSING AND PACKAGING EQUIPMENT
THIS PROJECT CATEGORY WAS ONE OF POST'S AND DEPARTMENT'S
TARGET INDUSTRIES SCHEDULED FOR SPECIAL PROMOTION IN CY 75.
WE PLAN TO CONTINUE PROMOTION IN CY 76. DENMARK, HEAVILY
DEPENDENT ON THE FOOD INDUSTRY FOR A LARGE SHARE OF
ITS FOREIGN EXCHANGE EARNINGS, WILL CONTINUE TO GIVE
PREFERENCE TO NEW EQUIPMENT AND LABOR SAVING DEVICES IN
THIS AREA. CAMPAIGN SHOULD RECEIVE ADDITIONAL IMPETUS
FROM STC MAY 75 COMBINED CATERING EQUIPMENT AND FOOD EXHIBIT.

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FURTHERMORE, INTERNATIONAL HOTEL, CATERING, AND INSTITUTIONAL

EXHIBITION IN NEW BELLA CENTER JANUARY 77 SHOULD PROVIDE OPPORTUNITY FOR ADDITIONAL US SALES ACTIVITIES. WITH IMPORTS EXPECTED TO ALMOST DOUBLE BY 1978, OUR OBJECTIVE IS TO INCREASE OUR PRESENT APPROXIMATELY 10 PERCENT MARKET SHARE BY AT LEAST 2 PERCENTAGE POINTS.

CAMPAIGN # 3: METAL WORKING AND FINISHING MACHINERY AND EQUIPMENT

CAMPAIGN INTRODUCED IN FY 75 AND ON DEPARTMENT'S FY 76 TARGET LIST WILL BE CONTINUED IN FY 76. IT IS POST'S OPINION THAT THIS INDUSTRY SEGMENT SHOULD CONTINUE TO PRESENT PROMISING PROSPECTS FOR US EXPORTS. STC METALWORKING AND FINISHING EXHIBITION IS PLANNED FOR APRIL 76. OFFICIAL STATISTICS REVEAL THAT DENMARK HAS 85 IRON AND METAL WORKS AND 1,899 ESTABLISHMENTS ENGAGED IN METAL WORKING AND MACHINERY PRODUCTION. IMPORTS OF MACHINE TOOLS AND METAL WORKING EQUIPMENT REPRESENTED OVER \$32 MILLION IN 1973 WITH THE US SHARE APPROX. 5 PERCENT. IN SPITE OF A SLOWLY DEPRECIATING DOLLAR, US IMPORTS HAVE NOT KEPT PACE WITH OVERALL MARKET GROWTH AND FURTHER AGGRESSIVE PROMOTION SEEMS INDICATED WITH THE OBJECTIVE OF REVERSING THE DOWNWARD TREND AND IMPROVING OUR MARKET SHARE BY AT LEAST 2 POINTS.

CAMPAIGN # 4: AVIONICS AND AVIATION GROUND SUPPORT EQUIPMENT
THIS IS A FY 76 DEPARTMENT SELECTION AND WE CONCUR THAT IT SHOULD BE INCLUDED IN THE POST LIST. DANISH GOVERNMENT PLANS ENVISAGE AN INTERNATIONAL AIRPORT AT SALTHOLM, OUTSIDE COPENHAGEN, AND/OR MAJOR EXPANSION OF THE PRESENT COPENHAGEN AIRPORT. DOMESTIC AIRPORT FACILITIES WILL BE EXPANDED, AND A NEW AIRPORT ON THE FAEROE ISLANDS IS PLANNED. GENERAL CIVIL AVIATION GROWTH IN DENMARK IS EXPECTED TO CONTINUE. US EQUIPMENT HAS TRADITIONALLY ENJOYED GOOD ACCEPTANCE AND THE OBJECTIVE OF OUR CAMPAIGN IS TO FURTHER CONSOLIDATE THIS MARKET POSITION.

CAMPAIGN # 5: TOURISM - USA

TRAVEL PROMOTION LENDS ITSELF PARTICULARLY WELL TO COOPERATIVE PROMOTION BETWEEN ECON/COM AND USIS AND EMBASSY WILL CONTINUE TO WORK WITH LOCALLY HEADQUARTERED US CARRIERS AND HOTEL CHAINS TO INCREASE PRESENT HIGH LEVEL OF DANISH VISITORS TO THE US.

THIS CAMPAIGN WILL FOCUS NOT ONLY ON THE TRAVEL-MINDED DANE

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WHO IS DISCOVERING THAT TRAVEL IN THE UNITED STATES IS RELATIVELY INEXPENSIVE, BUT WILL ALSO WORK WITH DANISH ASSOCIATIONS IN ORDER TO ATTRACT GROUPS OF DANISH BUYERS TO US TRADE SHOWS. IN COOPERATION WITH USIS, THE EMBASSY WILL TAKE EVERY OPPORTUNITY TO HOST TRADE SEMINARS AND MOUNT TRAVEL USA BOOK AND PERIODICAL EXHIBITS IN THE USIS LIBRARY. THE 1976 BI-CENTENNIAL GIVES A WIDE SCOPE FOR NEWSWORTHY ITEMS, INCLUDING THE PLANNED US VISIT OF QUEEN MARGRETHE.

UNDER THE BI-CENTENNIAL THEME OUR OBJECTIVE IS TO INCREASE
TOURIST AND BUSINESS TRAVEL BY A MINIMUM OF 10 PERCENT WHICH
WILL MEAN APPROXIMATELY 30,000 DANISH VISITORS.

SPECIAL PROJECTS:

A. IN ADDITION TO THE ABOVE CAMPAIGNS, WORKING CLOSELY WITH
THE GREENLAND MINISTRY WHICH IS EXPECTED TO GRANT OIL
CONCESSIONS IN THE SPRING OF 1975, OUR EFFORTS WILL FOCUS
ON SECURING A DOMINANT SHARE OF THE MARKET FOR OFF-SHORE
OIL SEARCH EQUIPMENT FOR US SUPPLIERS. UNDER THE TERMS
OF THE CONCESSIONS, DANISH SUBCONTRACTORS ARE TO BE USED
TO THE WIDEST EXTENT POSSIBLE. THROUGH PROMPT REPORTING
OF NAMES OF CONCESSION HOLDERS AS THEY ARE GRANTED AND
OFFERING THEM OUR COMMERCIAL SERVICES, INCLUDING EXIMBANK
FINANCING, US TECHNOLOGY AND EQUIPEMTN SHOULD BE ASSURED
PREFERENTIAL POSITION.

B. INVESTMENT IN USA IS AN ONGOING PROGRAM AND WILL CONTINUE
TO RECEIVE PRIORITY ATTENTION. IT HAS BEEN DELETED FROM
THE FORMAL CAMPAIGN LIST FOR FY 76 ONLY IN ORDER TO MAKE
ROOM FOR CAMPAIGNS WE CONSIDERS OF MORE IMMEDIATE
IMPORTANCE FOR US EXPORTS.

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